

**MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)**

12/9/83
A9095-2
Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 52)

(Number of companies reporting this month <u>52</u>)		COMPOSITE RESULTS		
		MILLIONS OF \$	CHANGE	
			MILLIONS OF \$	PERCENT (+/-) FROM PRIOR YEAR
SHIPMENTS				
MONTH				
1983		385.0	+ 2.1	+ 0.5
1982		382.9	- 88.1	- 18.7
1981		471.0		
CUMULATIVE				
1983		* 2375.3	- 261.0	- 9.9
1982		2636.3	- 133.1	- 4.8
1981		2769.4		
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED				
MONTH				
1983		187.8	+ 49.7	+ 36.0
1982		138.1	- 57.7	- 29.5
1981		195.8		
CUMULATIVE				
1983		* 2837.2	- 526.7	- 15.7
1982		3363.9	- 178.3	- 5.0
1981		3542.2		

YOUR COMPANY		
MILLIONS OF \$	CHANGE	
	\$	%

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

**MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.**

DOLLAR TREND BY MONTH October 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0			237.5
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	263.6
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	276.9
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*	2375.3*			
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8			283.7
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	336.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	354.2
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*	2837.2*			
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7			10.7
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	27.3
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	12.8
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3			636.1
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	789.7
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	940.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

* Adjusted totals represent increases based on recently acquired information

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Hasbro
Hedstrom
H G Toys
Kenner
Kusan

Leisure Dynamics
Lego
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster

Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O